

Message Text

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FM AMEMBASSY ATHENS

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AMCONSUL THESSALONIKI

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TAGS: BEXP, GR

SUBJECT: CPF RECOMMENDATION: 42ND THESSALONIKI INTERNATIONAL FAIR,

SEPTEMBER 4 - 18, 1977

REF: 75 STATE 225725

1. EVENT DATE: SEPTEMBER 4-18, 1977

2. LOCATION: THESSALONIKI, GREECE

3. JUSTIFICATION FOR US PRESENCE: EMBASSY AND CONGEN THESSALONIKI
STRONGLY RECOMMEND NOMINATION OF 1977 THESSALONIKI INTERNATIONAL
FAIR AS COMMERCIAL PRESENCE FAIR (CPF) WARRANTING US PARTICIPATION.
FAIR IS ANNUAL COMMERCIAL EVENT IN GREECE WITH 25 NATIONAL
PAVILIONS AND APPROX 800 GREEK EXHIBITORS. LOCAL RECRUITMENT OF
63 PARTICIPANTS EXHIBITING IN 1,300 SQUARE METERS INDOORS AND 800
SQUARE METERS OUTDOORS AT 1976 THESSALONIKI CPF DEMONSTRATES
COMMERCIAL IMPORTANCE ATTACHED TO THIS EVENT. SEVERAL OF EXHIBITORS
AND A NUMBER OF US FIRMS UNABLE TO TAKE PART ON SHORT NOTICE THIS
YEAR HAVE INDICATED THAT THEY WOULD PARTICIPATE IN 1977 CPF PAVILION.
THE US CONTINUES TO FACE AGGRESIVE MARKETING EFFORTS BY EC COUNTRIES
AND WE BELIEVE CPF PARTICIPATION IS IMPORTANT EVIDENCE OF
DETERMINATION TO MAINTAIN AND INCREASE OUR SHARE OF MARKET.
WE FURTHER BELIEVE THAT GREEK ACCESSION TO EC WILL INCREASE US
COMMERCIAL OPPORTUNITIES. STRONG SECONDARY JUSTIFICATION IS GROWING
ROLE OF GREECE AS REGIONAL CENTER RESULTING FROM LEBANESE CRISIS.
AS DEPARTMENT AWARE, NEARLY 150 US REGIONAL FIRMS ARE NOW
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OPERATING FROM ATHENS. MANY ARE PARTICIPATING IN PAVILION THIS

YEAR BECAUSE OF EXPECTED MIDDLE EAST AND EAST EUROPEAN VISITORS.
REPORTS FROM AMEMBASSIES JIDDA AND KUWAIT INDICATE GOOD POTENTIAL
FOR VISITORS TO THESSALONIKI IF FUTURE PROMOTIONS ARE UNDERTAKEN
SUFFICIENTLY IN ADVANCE

4. FAIR AUTHORITY LITERATURE, PHOTOS, STATISTICS AND 1977 SPACE
COSTS WILL BE FORWARDED AS SOON AS AVAILABLE

5. TOTAL COSTS OF 1976 PARTICIPATION ARE APPROXIMATELY DOLS
120,000 OF WHICH DOLS 35,700 WERE PROVIDED BY CPF FUNDS. THE
REMAINDER WAS RAISED THROUGH SALE OF INDOOR AND OUTDOOR SPACE TO
PARTICIPANTS. BASED ON 1977 PAVILION OF APPROXIMATELY SAME SIZE
AND NUMBER OF PARTICIPANTS AS THIS YEAR, ESCALATING MATERIAL,
MANPOWER, AND RENTAL COSTS WOULD REQUIRE CPF FUNDING OF ROUGHLY
DOLS 42,000 IN FY 77, EXCLUDING COSTS ASSOCIATED WITH COMMERCE
DEPARTMENT OVERSEAS STAFF. IN PAST YEARS UNCERTAINTY ABOUT
AVAILABILITY OF CPF FUNDS HAS DELAYED EMBASSY RECRUITMENT
CAMPAIGN WITH ADVERSE EFFECT ON POTENTIAL NEW-TO-MARKET EXHIBITORS
WHO REQUIRE LONGER PERIOD TO PLAN, ORGANIZE, AND SHIP EXHIBITS.
AUTHORIZATION AT EARLY DATE WOULD PERMIT SELECTIVE RECRUITING
AND OVERALL IMPROVEMENT IN ORGANIZATION AND EXHIBITOR
COMPOSITION OF PAVILION. EMBASSY THEREFORE RECOMMENDS APPROVAL
OF FY 77 THESSALONIKI CPF BUDGET OF DOLS 42,000 BY SEPTEMBER 10
IN ORDER TO PERMIT RECRUITMENT CAMPAIGN DURING FINAL WEEK OF
THIS YEAR'S EVENT.

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